

## ORDER



KSNV

**Orders**  
**Order / Rev:** 103544  
**Alt Order #:** 06829899  
**Product Desc:** HELLER FOR SENATE  
**Estimate:**  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 06/26/12 / 08/27/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heller, Dean for U.S. Senate - Revised  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$23,500.00	\$19,975.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$23,500.00	\$19,975.00	0.00
September 2012	18	\$13,600.00	\$11,560.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$37,100.00</b>	<b>\$31,535.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WaQM	5-6a		--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
				M-F 5-6a WakeUp w/Wagners											

## NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 103544  
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 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$400.00		0.00			
E 2	KSNV	08/27/12	08/28/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$400.00		0.00			
E 3	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$700.00		0.00			
E 4	KSNV	08/22/12	08/22/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$700.00		0.00			
E 5	KSNV	08/23/12	08/23/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$1,400.00		0.00			
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$1,400.00		0.00			
E 7	KSNV	08/28/12	08/28/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$500.00		0.00			
E 8	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W-F--					2	\$500.00		0.00			
E 9	KSNV	08/22/12	08/24/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 10	KSNV	08/27/12	08/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$325.00		0.00			
E 11	KSNV	08/27/12	08/28/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$425.00		0.00			
E 12	KSNV	08/23/12	08/24/12	Noon News Noon News	CM	12-1230pm	---TF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$425.00		0.00			
E 13	KSNV	08/22/12	08/24/12		CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00



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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
E 24	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$625.00		0.00						
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$400.00		0.00						
N 26	KSNV	08/28/12	08/28/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN-T	-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$1,000.00		0.00						
N 27	KSNV	08/28/12	08/28/12	Face to Face in PRIME Face to Face in PRIME	CM	8-11pm	-T-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$800.00		0.00						
													Totals	50	\$37,100.00